

May 28, 2010

Wichita Downtown Revitalization Master Plan
Public input on draft vision principles

Some observations from the April 28, 2010 dot-polling on vision principles (see numerical analysis of dot placement on the last page):

- The most-supported principle overall was #4 (Support development that fosters walkable connections), with #3 (Expand choices for people – and the region) and #2 (Leverage downtown’s inherent strengths to generate economic value) also earning about 20% (200) or more of the dots.
- Three of the five themes (economic growth, community and sustainability) each attracted more than 20% of the dots, and design attracted nearly that many. Among these, community stood out with more than 25% of the dots. Only culture placed a distant fifth.
- Two principles exhibited consistent strength across multiple themes:
 - People felt *choice* was important in terms of culture, economic growth, community and sustainability
 - People felt *development that fosters walkable connections* tied in with economic growth, community, sustainability and design
- The theme of community was strongly represented in four of the five principles
- The principle Leverage downtown’s inherent strengths to generate economic value, was unique in attracting several dots outside of any theme category
- Overall, there was strong correlation among themes of development, economic growth and walkability. People recognize that downtown offers a unique opportunity in its region to capture the growing market opportunities in walkable development. They also recognize that design plays a major role – interestingly, *Design that invites walkable development* earned the very highest dot-count, suggesting that reasonable design guidelines could be broadly supported.

- As sustainability means prosperity over time, it is fitting that under the principle *Promote downtown's role in advancing regional sustainability*, people valued downtown's past (architectural heritage) and future (attracting/retaining future generations)
- There was clear support for alternative transportation: both boxes that address transit and bike choices drew strong support, as did additional boxes relating to walkability.
- We are struck that the following boxes received relatively few dots, as we had anticipated they would be valued more. We would like to explore further the reasons (simply doesn't resonate? redundant? wrong wording or categorization?):
 - Culture that celebrates Wichita's rich traditions and lively diversity (Downtown offers something for everyone X culture)
 - Development that builds on documented market strengths (Leverage downtown's inherent strengths to generate economic value X economic growth)
 - Design that conveys the character of distinctive districts and neighborhoods (Expand choices for people – and the region X design)
 - Public art that tells Wichita's stories (Support development that fosters walkable connections X culture)

Wichita Green Dot Count 4-28-10

Themes	Principles					
	1 Downtown offers something for everyone	2 Leverage downtown's inherent strengths to generate economic value	3 Expand choices for people -- and for the region	4 Support development that fosters walkable connections	5 Promote downtown's role in advancing regional sustainability	
Culture	10	17	35	11	7	total 80
Economic Growth	36	15	38	53	68	210
Community	62	42	72	82	5	263
Sustainability	32	27	62	44	40	205
Design	30	91	11	43	21	196
total	170	192	218	233	141	954
non categorized		6				1000

legend

xx	(bold) highest count in a row/column
xx	other counts of 40 or greater